

Message Text

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SUBJECT: PRESS MATERIAL

1. HERewith FULL TEXT GODFREY SPERLING JR. COLUMN, MONDAY, NOVEMBER 4, CHRISTIAN SCIENCE MONITOR, HEADLINED "WHAT THE PEOPLE REALLY WANT FROM THE PRESIDENT".

2. IT IS EXCEEDINGLY PUZZLING. YOU GO OUT INTO THE COUNTRYSIDE TO TALK TO THE PEOPLE, TO FIND OUT WHAT THEY ARE REALLY THINKING, AND YOU COME AWAY WITH LOTS OF LITTLE BITS AND PIECES THAT YOU HAVE TO WEIGH AND PUT TOGETHER YOURSELF.

3. EVERYONE - AND THIS, OF COURSE, COMES AS NO SURPRISE AT ALL - IS NERVOUSLY DISCUSSING THE ECONOMIC PROBLEMS BESETTING THE NATION, PARTICULARLY RISING PRICES. AS YOU MOVE AROUND, TALKING TO FARMERS, MERCHANTS, BLUE-COLLAR WORKERS, THE YOUNG AND THE NOT-SO-YOUNG, THE CONSUMERS, SELLERS, AND PRODUCERS, THE COMMON THEME YOU HEAR IS ONE THAT IS COMPOUNDED OF FEAR AND HOPE: THERE IS A DEEPENING ANXIETY THAT A 1930-TYPE DEPRESSION MAY BE JUST OVER THE HORIZON, AND THERE IS A GROWING YEARNING FOR PRESIDENTIAL LEADERSHIP

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THAT WILL PUT AN END TO THESE MOUNTING CONCERNS.

4. BUT ALL THIS HAS BEEN WRITTEN BEFORE. WHAT NEEDS TO BE SAID IS THAT THE AMERICAN PEOPLE TODAY SEEM TO BE SAYING - NOT VERY ARTICULATEDLY - THAT THEY WANT THE PRESIDENT TO

COME UP WITH A NEW, CREATIVE, WIDELY APPEALING APPROACH TO THESE ECONOMIC PROBLEMS.

5. AGAIN AND AGAIN, THIS REPORTER HEARD THIS COMPLAINT - PHRASED VARIOUSLY - OF MR. FORD'S CURRENT ANTI-INFLATION, ANTIRECESSION PROGRAM: "IT'S THE SAME OLD STUFF."

6. OFTEN, OF COURSE, YOU HEAR COMPLAINTS ABOUT VARIOUS SEGMENTS OF THE FORD PLAN - THAT THE SURTAX WOULD HURT TOO MANY PEOPLE WHO COULDN'T AFFORD SUCH A LEVY; THAT VOLUNTEERISM WOULD NOT WORK; THAT BUSINESS WAS GETTING THE MUCH BETTER DEAL IN THE PROPOSAL; AND SO ON.

7. BUT MORE THAN ANYTHING YOU GET THE FEELING THAT THE PEOPLE ARE CALLING ON THE PRESIDENT TO COME UP WITH SOMETHING THAT WOULD EXCITE THEM TO ACTION, SOMETHING THAT WOULD BRING ABOUT A SPONTANEOUS RALLYING OF PUBLIC SUPPORT.

8. UNDOUBTEDLY MANY PEOPLE ARE EXPECTING TOO MUCH. CERTAINLY, THERE ARE NO PANACEAS FOR WHAT AILS US.

9. BUT ONE GETS THE FEELING THAT THE PEOPLE ARE READY FOR SACRIFICE NOW - AND THAT THEY ARE READY AND WAITING FOR A PRESIDENT WHO TELLS THEM TO TIGHTEN THEIR BELTS IN VERY SPECIFIC WAYS IN ORDER TO TURN THE ECONOMY AROUND.

10. BUT IT APPEARS THAT THE PEOPLE WANT SOMETHING MORE. THEY WANT THE PRESIDENTIAL PROGRAM PACKED WITH FRESH IDEAS AND THEN PERSUASIVELY "SOLD" TO THE PUBLIC.

11. THEY NOT ONLY ARE FINDING THE FORD ANTIRECESSION PROGRAM LESS THAN INNOVATIVE - THEY ARE ALSO FINDING THE EXPLANATORY PROSE RATHER TURGID.

12. ALL THIS POINTS UP TO A BASIC PROBLEM IN THE FORD
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ADMINISTRATION. THE NEW PRESIDENT REALLY HAS NOT BROUGHT IN ANY SPARKLING "IDEA" MEN AROUND HIM. THE RUMSFELDS, BUCHENS, MARSHES, ET AL ARE BRIGHT AND CAPABLE. BUT THEY ARE NOT PARTICULARLY IMAGINATIVE. ROBERT HARTMANN COMES CLOSEST TO BEING AN "IDEA" MAN. BUT MR. HARTMANN IS VIEWED BY HIS COLLEAGUES AS MORE OF A POLITICAL STRATEGIST THAN ONE WHO WOULD PROVIDE A GLITTERING DIMENSION TO THE FORD APPROACH.

13. ALL THIS IS NOT TO SUGGEST THAT THE PEOPLE NOW ARE CALLING FOR A REPLAY OF THE ROOSEVELT "NEW DEAL," WITH ALL ITS FANFARES AND WITH ALL OF ITS EXPERIMENTATION.

14. BUT THE PEOPLE DO SEEM READY FOR SOME EXPERIMENTING.

AND THEY CLEARLY ARE READY FOR MORE SACRIFICE. MOREOVER - AND VERY DEFINITELY - THEY WOULD LIKE TO SEE THE PRESIDENT'S PROGRAM MORE ATTRACTIVELY PACKAGED AND MORE APPEALINGLY EXPRESSED.

15. THE QUESTION IS WHETHER THIS ADMINISTRATION HAS YET BROUGHT TOGETHER THE KIND OF STAFF THAT CAN COME UP WITH THIS KIND OF PACKAGE.(END TEXT) INGERSOLL

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